







## ROLL OF HONOUR

**SPECIAL IN  
Millinery and  
Sports Coats**  
AT McBIRNEY'S

Their Millinery Buyer has just returned from markets. As a result there are the very Special Lines, together with Sports Coat as sketch, as extreme value.



Price 18.6.



Price 25.

A selected range of other styles now in view.



Ladies' Sports Coat, in Artificial Silk, with belt, with sailor collar, belt all round, and two pockets; colours in stock. Nigger, Champs, Green, Blue, Red, Green, Cream, Biscuit, and Grey. 25s. each. Very Special Value.

**McBIRNEY & CO.**  
Ltd.,  
Aston's Quay, DUBLIN

**IRISH NATIONAL NOVENA**  
In Honour of Our Lady of Lourdes  
For General and Domestic PEACE

Begins Friday, May 3rd, 1918,  
Ends Sunday, May 12th.

In Union with a number of Masses in the Grotto at Lourdes.

For THOSE who cannot attend the public functions for Irish Novena, their names will be forwarded to Applicants who send an Address and Name. Standard postage is a penny, less if not attached, penny stamp, for every ten copies desired. Letter not exceeding 10s. postage.

Two copies, one penny. 10s. copies, 1s. postage.

Apply to The Rev. William Leckhart, C.C., St. Joseph's, Kingstown.

**WHEN YOU COME TO TOWN STAY AT THE WALDORF HOTEL ALDWYCH LONDON**

We offer you the Most Reasonable Rates in the Metropolis. Quiet, restful Bed Rooms, with Bath Room attached, all the latest conveniences. The Royal Philharmonic Orchestra performs at all meals.

Illustrated Brochure on application.

General Manager, E. LUCASINI, 180, Regent Street, London.

Of all London Hotels

**STILL THE BEST!**



Wiseacres' gives  
New Vitality to the  
Week.

Rests Blood to the  
Anemic.

New Vitality to the  
Run-down.

Because

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THE CHASSIS-MAKER SAYS:

## A Polyhedron

That is what this shop is, a solid unit with many sides. One side is its LIBERALITY in exchanging goods.

Another is its RELIABILITY—nothing sold unless its worth buying.

Still another: its LOW PRICES—as low as reliable merchandise can be sold for.

Perhaps the best side of the shop is its FRESHNESS—always showing new goods, and selling them so fast that there are practically no old goods in the shop.

Today we are emphasising this side by displaying some of the new goods just in—putting the shop to the test at a time of exceptional difficulty, when dependable merchandise at economical prices is hard to obtain.



DUNLOP

SOLID TIRES supplied are fitted free of charge at—

Oriel House, Westland Row, Dublin. Telephone: 2342, 2343 and 40543.



For your skin

When you come home from shopping remember to bring back a pot of Icilm Cream, and a little to your skin as soon as you come indoors. Then rub your face with a clean handkerchief, and you will be astonished to find what a lot of dust and dirt come away.

Icilm Cream keeps the skin clear and the hands smooth. No other toilet cream is so effective, for this is the only Toilet Cream which refreshes the skin and brings out its natural charm.

Elegant, non-greasy and very economical, as a 1/2 pot lasts several weeks. British made and British owned.

Newell's  
PURITAN  
UNDERWEAR

26 Grafton Street,  
BOSTON, MASS.  
Telephone: Newell's Dublin 3388.



War Measures!

On the 1st of April, Military, Hospital, etc. demands there will be a general reduction in supplies for civilian use.

Any persons experiencing difficulty in getting supplies for civilian use are asked to take the following steps:

1. Check with your local War Measures Committee to find out what the whole situation is.

2. If you are unable to get what you want, go to your local War Measures Committee.

3. If you are still unable to get what you want, go to your local War Measures Committee.

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Clarke's Blood Mixture

"EVERYBODY'S BLOOD PURIFIER,"

10 fl. oz. \$1.00

16 fl. oz. \$1.50

24 fl. oz. \$2.00

32 fl. oz. \$2.50

48 fl. oz. \$3.50

64 fl. oz. \$4.00

96 fl. oz. \$5.00

128 fl. oz. \$6.00

160 fl. oz. \$7.00

200 fl. oz. \$8.00

240 fl. oz. \$9.00

320 fl. oz. \$11.00

400 fl. oz. \$13.00

500 fl. oz. \$16.00

640 fl. oz. \$20.00

800 fl. oz. \$25.00

1000 fl. oz. \$30.00

1200 fl. oz. \$35.00

1500 fl. oz. \$45.00

1800 fl. oz. \$55.00

2000 fl. oz. \$65.00

2400 fl. oz. \$75.00

3000 fl. oz. \$95.00

3600 fl. oz. \$115.00

4000 fl. oz. \$135.00

4800 fl. oz. \$155.00

6000 fl. oz. \$185.00

7200 fl. oz. \$215.00

8000 fl. oz. \$245.00

9600 fl. oz. \$285.00

12000 fl. oz. \$355.00

15000 fl. oz. \$425.00

18000 fl. oz. \$500.00

20000 fl. oz. \$580.00

24000 fl. oz. \$680.00

30000 fl. oz. \$850.00

36000 fl. oz. \$1050.00

40000 fl. oz. \$1250.00

48000 fl. oz. \$1550.00

60000 fl. oz. \$1850.00

72000 fl. oz. \$2150.00

80000 fl. oz. \$2450.00

96000 fl. oz. \$3050.00

120000 fl. oz. \$3850.00

150000 fl. oz. \$4650.00

180000 fl. oz. \$5450.00

200000 fl. oz. \$6250.00

240000 fl. oz. \$7250.00

300000 fl. oz. \$9250.00

360000 fl. oz. \$11250.00

400000 fl. oz. \$12500.00

480000 fl. oz. \$15500.00

600000 fl. oz. \$18500.00

720000 fl. oz. \$21500.00

800000 fl. oz. \$24500.00

960000 fl. oz. \$30500.00

1200000 fl. oz. \$38500.00

1500000 fl. oz. \$46500.00

1800000 fl. oz. \$54500.00

2000000 fl. oz. \$62500.00

2400000 fl. oz. \$72500.00

3000000 fl. oz. \$92500.00

3600000 fl. oz. \$112500.00

4000000 fl. oz. \$125000.00

4800000 fl. oz. \$155000.00

6000000 fl. oz. \$185000.00

7200000 fl. oz. \$215000.00

8000000 fl. oz. \$245000.00

9600000 fl. oz. \$305000.00

12000000 fl. oz. \$385000.00

15000000 fl. oz. \$465000.00

18000000 fl. oz. \$545000.00

20000000 fl. oz. \$625000.00

24000000 fl. oz. \$725000.00

30000000 fl. oz. \$925000.00

36000000 fl. oz. \$1125000.00

